

Rep Order# 9801325 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 51599

Printed: 09/12/2012 4:27 PM  
Last Received: 08/23/2012 1:19 PM  
Showing Buylines: All Lines

1 of 5

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA 4 AMERICA \*A  
Estimate#  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/09/2012 - 10/15/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see line 45  
t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F,M	5A-530A	GM CINCY	:30	\$100.00	10/09-10/15	5	1	5	\$500.00	
	2	TU-F,M	530A-6A	GM CINCY	:30	\$100.00	10/09-10/15	5	1	5	\$500.00	
	3	TU-F,M	6A-630A	GM CINCY	:30	\$190.00	10/09-10/15	5	1	5	\$950.00	
	4	TU-F,M	630A-7A	GM CINCY	:30	\$190.00	10/09-10/15	5	1	5	\$950.00	
	5	TU-F,M	7A-730A	EARLY SHW	:30	\$100.00	10/09-10/15	5	1	5	\$500.00	
	6	TU-F,M	730A-8A	EARLY SHW	:30	\$100.00	10/09-10/15	5	1	5	\$500.00	
	7	TU-F,M	8A-830A	EARLY SHW	:30	\$100.00	10/09-10/15	5	1	5	\$500.00	
	8	TU-F,M	830A-9A	EARLY SHW	:30	\$100.00	10/09-10/15	5	1	5	\$500.00	
	9	TU-F,M	430A-459A	NEWS	:30	\$30.00	10/09-10/15	5	1	5	\$150.00	
	10	SA	6A-630A	NEWS	:30	\$100.00	10/13-10/13	1	1	1	\$100.00	

Rep Order# 9801325 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 51599

Printed: 09/12/2012 4:27 PM  
Last Received: 08/23/2012 1:19 PM  
Showing Buylines: All Lines

2 of 5

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA 4 AMERICA \*A  
Estimate#  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/09/2012 - 10/15/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	11	SA	630A-7A	NEWS	:30	\$100.00	10/13-10/13	1	1	1	\$100.00	
	12	SA	7A-730A	NEWS	:30	\$100.00	10/13-10/13	1	1	1	\$100.00	
	13	SA	730A-8A	NEWS	:30	\$100.00	10/13-10/13	1	1	1	\$100.00	
	14	SA	8A-830A	NEWS	:30	\$100.00	10/13-10/13	1	1	1	\$100.00	
	15	SA	830A-9A	NEWS	:30	\$100.00	10/13-10/13	1	1	1	\$100.00	
	16	SA	9A-930A	NEWS	:30	\$100.00	10/13-10/13	1	1	1	\$100.00	
	17	SU	430A-459A	NEWS	:30	\$25.00	10/14-10/14	1	1	1	\$25.00	
	18	TU-F,M	9A-10A	DRS	:30	\$100.00	10/09-10/15	5	1	5	\$500.00	
	19	TU-F,M	10A-11A	ANDERSON	:30	\$100.00	10/09-10/15	5	1	5	\$500.00	
	20	TU-F,M	11A-12P	PRICE	:30	\$160.00	10/09-10/15	5	1	5	\$800.00	
	21	TU-F,M	12P-1230P	NEWS	:30	\$150.00	10/09-10/15	5	1	5	\$750.00	
	22	TU-F,M	1230P-130P	Y&R	:30	\$200.00	10/09-10/15	5	1	5	\$1,000.00	
	23	TU-F,M	130P-2P	B&B	:30	\$200.00	10/09-10/15	5	1	5	\$1,000.00	
	24	TU-F,M	2P-3P	TALK	:30	\$200.00	10/09-10/15	5	1	5	\$1,000.00	
	25	SA	930A-10A	NEWS	:30	\$100.00	10/13-10/13	1	1	1	\$100.00	
	26	SU	9A-930A	NEWS	:30	\$200.00	10/14-10/14	1	1	1	\$200.00	

Rep Order# 9801325 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 51599

Printed: 09/12/2012 4:27 PM  
Last Received: 08/23/2012 1:19 PM  
Showing Buylines: All Lines

3 of 5

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA 4 AMERICA \*A  
Estimate#  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/09/2012 - 10/15/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	* 27	SU	930A-10A	NEWS	:30	\$200.00	10/14-10/14	1	1	1	\$200.00	
	28	SU	10A-1030A	NEWS	:30	\$200.00	10/14-10/14	1	1	1	\$200.00	
	29	SU	1030A-11A	FACE NATION	:30	\$175.00	10/14-10/14	1	1	1	\$175.00	
	30	SU	11A-1130A	NEWSMAKERS	:30	\$125.00	10/14-10/14	1	1	1	\$125.00	
	31	TU-F,M	3P-4P	DEAL	:30	\$175.00	10/09-10/15	5	1	5	\$875.00	
	32	TU-F,M	4P-430P	NEWS	:30	\$180.00	10/09-10/15	6	1	6	\$1,080.00	
	33	TU-F,M	430P-5P	NEWS	:30	\$180.00	10/09-10/15	5	1	5	\$900.00	
	34	TU-F,M	5P-530P	NEWS	:30	\$275.00	10/09-10/15	6	1	6	\$1,650.00	
	35	TU-F,M	530P-6P	NEWS	:30	\$350.00	10/09-10/15	5	1	5	\$1,750.00	
	36	TU-F,M	6P-630P	NEWS	:30	\$350.00	10/09-10/15	6	1	6	\$2,100.00	
	37	SA	6P-630P	NEWS	:30	\$400.00	10/13-10/13	1	1	1	\$400.00	
	38	SU	630P-7P	NEWS	:30	\$325.00	10/14-10/14	1	1	1	\$325.00	
	39	TU-F,M	7P-730P	INSIDE	:30	\$350.00	10/09-10/15	5	1	5	\$1,750.00	
	40	TU-F,M	730P-8P	ET	:30	\$400.00	10/09-10/15	5	1	5	\$2,000.00	
	41	M	9P-10P	BROKE/MIKE	:30	\$1,500.00	10/15-10/15	1	1	1	\$1,500.00	
	42	M	10P-11P	HAWAII 5.0	:30	\$2,000.00	10/15-10/15	1	1	1	\$2,000.00	
	43	TU	9P-10P	NCIS LA	:30	\$2,000.00	10/09-10/09	1	1	1	\$2,000.00	

Rep Order# 9801325 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 51599

Printed: 09/12/2012 4:27 PM  
Last Received: 08/23/2012 1:19 PM  
Showing Buylines: All Lines

4 of 5

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA 4 AMERICA \*A  
Estimate#  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/09/2012 - 10/15/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	44	W	10P-11P	CSI	:30	\$1,700.00	10/10-10/10	1	1	1	\$1,700.00	
	*45	TH	9P-10P	PERSON	:30	\$1,800.00	10/11-10/11	1	1	1	\$1,800.00	
		Station Remark: V2 1x na 10/11 sched change mg tues 8-9p 10*9 ncir ncis										
	46	F	9P-10P	JERSEY	:30	\$1,000.00	10/12-10/12	1	1	1	\$1,000.00	
	47	SA	8P-9P	CRIMETIME	:30	\$350.00	10/13-10/13	1	1	1	\$350.00	
	48	SA	10P-11P	48 HRS	:30	\$800.00	10/13-10/13	1	1	1	\$800.00	
	49	SU	7P-8P	60 MIN	:30	\$1,240.00	10/14-10/14	1	1	1	\$1,240.00	
	51	SU	10P-11P	MENTALIST	:30	\$1,200.00	10/14-10/14	1	1	1	\$1,200.00	
	52	TU-F,M	11P-1135P	NEWS	:30	\$600.00	10/09-10/15	5	1	5	\$3,000.00	
	53	SA	11P-1135P	NEWS	:30	\$600.00	10/13-10/13	1	1	1	\$600.00	
	54	SU	11P-1135P	NEWS	:30	\$600.00	10/14-10/14	1	1	1	\$600.00	
	55	TU-F,M	1135P-1235A	LETTERMAN	:30	\$225.00	10/09-10/15	2	1	2	\$450.00	
	56	SA	1135P-1205A	BENGALS	:30	\$150.00	10/13-10/13	1	1	1	\$150.00	
	57	SA	1205A-105A	CRIM MINDS	:30	\$100.00	10/13-10/13	1	1	1	\$100.00	
	58	SU	1135P-1205A	SPORTS	:30	\$175.00	10/14-10/14	1	1	1	\$175.00	

Rep Order# 9801325 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 51599

Printed: 09/12/2012 4:27 PM  
Last Received: 08/23/2012 1:19 PM  
Showing Buylines: All Lines

5 of 5

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA 4 AMERICA \*A  
Estimate#  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/09/2012 - 10/15/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	59	SU	1205A-105A	CRIM MINDS	:30	\$100.00	10/14-10/14	1	1	1	\$100.00	
	60	SA	12P-7P	COL FTBL	:30	\$350.00	10/13-10/13	1	1	1	\$350.00	
	61	SU	1P-4P	BENGALS	:30	\$6,500.00	10/14-10/14	1	1	1	\$6,500.00	
	62	SU	4P-7P	NFL	:30	\$2,600.00	10/14-10/14	1	1	1	\$2,600.00	
	63	SU	415P-5P	BENGALS POST	:30	\$900.00	10/14-10/14	1	1	1	\$900.00	

---REPORT TOTALS---

Report Totals: 166 / \$54,270.00

---SALES MONTHLY TOTALS---

Oct 12: 166 / \$54,270.00

Sales Totals: 166 / \$54,270.00

Station Totals: 166 / \$54,270.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$201,000	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	24%
		WKRC	27%	WLWT	29%	WSTR	2%	WXIX	17%		

Books null  
Demos RA35+

## Connell II, Jim

---

**From:** dmcullah@wkrc.com  
**Sent:** Wednesday, September 12, 2012 10:11 AM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Obama/D/President - 51599

Station: WKRC-TV

### Order Information:

Order #: 51599  
Order Total: \$54,270.00  
Agency: Greer Margolis Mitchell  
Advertiser: Obama/D/President  
Product: OBAMA 4 AMERICA \*A  
Alternate Order #: 09801325  
Estimate #: \*a  
Flight Dates: 10/09/12 - 10/15/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (51599-45-1):

Rate: \$1,800.00  
Air Date: Thu 10/11/12  
Eligible Days: ---Th-----  
Inventory Code: Thu Reg 2  
Inventory Description: Thu Reg 2  
Inventory Code Time: 9:00 PM-10:00 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible/No MG  
Preempt Reason: Program Change -No Return

1x Tue 8-9p  
as 10/9 PMR

2/3/12